

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (previously presented) An air freshener device, comprising:
 - a) a coherent elastomeric polymer body; and
 - b) a scent material, interspersed within the body, capable of diffusing out of the body to surrounding air; and
 - c) the elastomeric polymer being a member selected from the group consisting of polyurethane, polyacrylate, polybutadiene, ethylene propylene elastomer, styrene/butadiene block copolymer, and mixtures thereof; and
 - d) the polymer body being light transmissive in at least a translucent manner.
2. (original) A device in accordance with claim 1, wherein the polymer body further has a freestanding, self-supported, three-dimensional shape.
3. (original) A device in accordance with claim 1, further comprising:
a tacky attachment surface, associated with the polymer body, configured to contact and cling to a support surface by mechanical or specific adhesion.
4. (original) A device in accordance with claim 1, further comprising:
a pad, carrying the polymer body, configured to be disposable between the polymer body and a support surface, and having a tacky attachment surface configured to cling to the support surface.
5. (original) A device in accordance with claim 4, further comprising:
a barrier, disposed between the polymer body and the pad, being smaller than the polymer body and the pad such that a perimeter of the polymer body contacts a perimeter of the pad.
6. (original) A device in accordance with claim 4, wherein the pad is flexible and can be deformed to conform to a shape of a support surface.

7. (original) A device in accordance with claim 4, further comprising:
 indicia, disposed between the polymer body and the pad; and
 the polymer body being light transmissive in at least a translucent manner such
 that the indicia is visible through the polymer body.

8. (original) A device in accordance with claim 1, wherein the polymer body includes a
polymeric material with a glass transition temperature greater than approximately 110 °F.

9. (canceled).

10. (canceled).

11. (original) A device in accordance with claim 1, wherein the elastomeric polymer is a
thermoplastic elastomer.

12. (canceled).

13. (original) A device in accordance with claim 1, wherein the polymer body includes
polyurethane and the scent material includes a scented oil.

14. (original) A device in accordance with claim 1, wherein the polymer body is a
polymerization product of at least a diisocyanate prepolymer and a scented oil.

15. (original) A device in accordance with claim 14, wherein the polymer body and scent
material includes a polymerization product of:

- a) a polyether polyol;
- b) a diphenylmethane diisocyanate (MDI) prepolymer; and
- c) a scented oil.

16. (original) A device in accordance with claim 1, further comprising:
a plurality of indentations or protrusions formed in the polymer body.

17. (original) A device in accordance with claim 1, wherein the scent material in the polymer body disperses at a substantially constant rate for at least a time period of between approximately two days and thirty days.

18. (canceled).

19. (original) A device in accordance with claim 1, further comprising:
a hanger, coupled to the polymer body, with the polymer body suspended from the hanger.

20. (original) A device in accordance with claim 1, further comprising:
a rigid tray, with the polymer body disposed thereon; and
a button, coupled to the tray with the polymer body held between the tray and the button.

21. (previously presented) An air freshener device, comprising:
a) a thermoplastic elastomer having a freestanding, self-supported, three-dimensional shape; and
b) a scent material, interspersed within the thermoplastic elastomer, capable of diffusing out of the thermoplastic elastomer to surrounding air; and
c) the thermoplastic elastomer being selected from the group consisting of polyurethanes, polyamides, copolymers, and styrene-butadiene-styrene polymers, elastomer/thermoplastic blends, and combinations thereof; and
d) the scent material in the thermoplastic elastomer being dispersable at a substantially constant rate for at least a time period of between approximately two days and thirty days.

22. (original) A device in accordance with claim 21, wherein the thermoplastic elastomer is formed of a polymeric material having a glass transition temperature greater than approximately 110 °F.

23. (canceled).

24. (original) A device in accordance with claim 21, wherein the thermoplastic elastomer is polyurethane.

25. (original) A device in accordance with claim 21, wherein the thermoplastic elastomer includes a polyurethane material and the scent material includes a scented oil.

26. (original) A device in accordance with claim 21, wherein the thermoplastic elastomer and scented oil includes a polymerization product of:

- a) a polyether polyol;
- b) a diphenylmethane diisocyanate (MDI) prepolymer; and
- c) a scented oil.

27. (original) A device in accordance with claim 21, further comprising:
a tacky attachment surface, associated with the thermoplastic elastomer,
configured to contact and cling to a support surface by mechanical or specific adhesion.

28. (original) A device in accordance with claim 21, further comprising:
a pad, carrying the thermoplastic elastomer, configured to be disposable between
the thermoplastic elastomer and a support surface, and having a tacky attachment surface
configured to cling to the support surface.

29. (original) A device in accordance with claim 28, further comprising:

a barrier, disposed between the thermoplastic elastomer and the pad, being smaller than the thermoplastic elastomer and pad such that a perimeter of the thermoplastic elastomer contacts a perimeter of the pad.

30. (original) A device in accordance with claim 28, wherein the pad is flexible and can be deformed to conform to a shape of a support surface.

31. (original) A device in accordance with claim 28, further comprising:

 indicia, disposed between the thermoplastic elastomer and the pad; and
 the thermoplastic elastomer being light transmissive in at least a translucent manner such that the indicia is visible through the thermoplastic elastomer.

32. (original) A device in accordance with claim 21, further comprising:

 a plurality of indentations or protrusions formed in the thermoplastic elastomer.

33. (canceled).

34. (original) A device in accordance with claim 21, wherein the thermoplastic elastomer is light transmissive in at least a translucent manner.

35. (original) A device in accordance with claim 21, further comprising:

 a hanger, coupled to the thermoplastic elastomer, with the thermoplastic elastomer suspended from the hanger.

36. (original) A device in accordance with claim 21, further comprising:

 a rigid tray, with the thermoplastic elastomer disposed thereon; and
 a button, coupled to the tray with the thermoplastic elastomer held between the tray and the button.

37. (currently amended) An air freshener device, comprising:

- a) a pad with a tacky attachment surface capable of contacting and clinging to a support surface by mechanical or specific adhesion;
- b) a carrier material, coupled to the pad, that is flexible and compressible under an applied force, and resilient and substantially returnable to an original configuration upon removal of the applied force; and
- c) a scent material, interspersed within the carrier material, capable of diffusing out of the carrier material to surrounding air;
- d) the carrier material being a thermoplastic elastomer selected from the group consisting of polyurethanes, polyamides, copolymers, and styrene-butadiene-styrene polymers, elastomer/thermoplastic blends, and combinations thereof; and
- e) the polymer carrier material being light transmissive in at least a translucent manner such that the indicia is visible through the polymer carrier material.

38. (original) A device in accordance with claim 37, wherein the tacky attachment surface clings to a support surface by mechanical or specific adhesion.

39. (original) A device in accordance with claim 37, wherein the polymer carrier material further has a freestanding, self-supported, three-dimensional shape.

40. (original) A device in accordance with claim 37, further comprising:
a barrier, disposed between the polymer carrier material and the pad, being smaller than the polymer carrier material and the pad such that a perimeter of the polymer carrier material contacts a perimeter of the pad.

41. (original) A device in accordance with claim 37, wherein the pad is flexible and can be deformed to conform to a shape of a support surface.

42. (currently amended) A device in accordance with claim 37, further comprising:
indicia, disposed between the polymer carrier material and the pad.

43. (original) A device in accordance with claim 37, wherein the polymer carrier material includes a polymeric material having a glass transition temperature greater than approximately 110 °F.

Claims 44-46. (canceled)

47. (original) A device in accordance with claim 37, wherein the polymer carrier body includes a polyurethane material and the scent material includes a scented oil.

48. (original) A device in accordance with claim 37, wherein the polymer carrier material and scented oil includes a polymerization product of:

- a) a polyether polyol;
- b) a diphenylmethane diisocyanate (MDI) prepolymer; and
- c) a scented oil.

49. (original) A device in accordance with claim 37, further comprising:

a plurality of indentations or protrusions formed in the polymer carrier material.

50. (original) A device in accordance with claim 37, wherein the scent material in the polymer carrier material disperses at a substantially constant rate for at least a time period of between approximately two days and thirty days.

51. (original) A device in accordance with claim 37, wherein the polymer carrier material is light transmissive in at least a translucent manner.

Claims 52-57. (canceled)

58. (original) An air freshener device, comprising:

- a) a polymer gel formed of a thermoplastic elastomer having a glass transition temperature greater than approximately 110 °F; and

b) a scent material, interspersed within the polymer gel, capable of diffusing out of the polymer gel to surrounding air.

59. (original) A device in accordance with claim 58, wherein the thermoplastic elastomer is a polymerization product of a polyether or polyester polyol, a diphenylmethane diisocyanate (MDI) prepolymer, and a scented oil.

Cancel claims 60-65.

66. (previously presented) An air freshener device, comprising:

- a) a coherent elastomeric polymer body; and
- b) a scent material, interspersed within the body, capable of diffusing out of the body to surrounding air; and
- c) the polymer body being a polymerization product of at least a diisocyanate prepolymer and a scented oil.

67. (previously presented) A device in accordance with claim 66, wherein the polymer body and scent material includes a polymerization product of:

- a) a polyether polyol;
- b) a diphenylmethane diisocyanate (MDI) prepolymer; and
- c) a scented oil.

68. (previously presented) A device in accordance with claim 66, wherein the polymer body is light transmissive in at least a translucent manner.

69. (previously presented) A device in accordance with claim 66, further comprising:
a tacky attachment surface, associated with the polymer body, configured to contact and cling to a support surface by mechanical or specific adhesion.

70. (previously presented) A device in accordance with claim 66, further comprising:

a pad, carrying the polymer body, configured to be disposable between the polymer body and a support surface, and having a tacky attachment surface configured to cling to the support surface by mechanical or specific adhesion.

71. (previously presented) A device in accordance with claim 70, further comprising:
a barrier, disposed between the polymer body and the pad, being smaller than the polymer body and the pad such that a perimeter of the polymer body contacts a perimeter of the pad.

72. (previously presented) A device in accordance with claim 70, wherein the pad is flexible and can be deformed to conform to a shape of a support surface.

73. (previously presented) A device in accordance with claim 66, wherein the polymer body includes a polymeric material with a glass transition temperature greater than approximately 110 °F.

Claims 74-75 (cancelled).